

Child & Family Behavioral Health Policy and Planning Committee

Meeting Summary September 8, 2005 Children's Hospital – Richmond

Brian opened the meeting at 10:15 with an explanation of the format for the meeting. The plan is for small group discussions to occur in the morning and the full committee reconvening after lunch to report out the work of the subcommittees.

Agenda:

Small groups – discussion

1. Message committee, content to gather materials as resources
Don Roe chair
Fran Gallagher vice-chair
2. Process committee, how to make it work.
Mary Dunne-Stewart chair of how to group
Vice chair Vickie Hardy-Murrell

Report out small group discussions

Special Announcements

- Shirley Ricks – OCFS - completed panel review for SOC projects, information forwarded to the Commissioner to announce recipients. Awards up to \$475,000, one rural and urban applicant. Anticipate notice of awards will go out today but no later than the end of the week.
- September 13 – Joint Commission on Health presentation by the Department on Suicide Prevention, Forensic, Special Populations, (Integrated Plan) etc. Power point presentation about the integrated plan has been developed. 9:30 in Senate Room B. The presentation will be a full update of the committee's work. Chair encouraged members to attend and requested staff to notify everyone about the meeting.
- Sandy Bryant –administration has provided additional space to C&FS for children's services.
- Fran Gallagher – Workshop, Medical Homes and Area Health Education Center held 9-7 at Children's Hospital to encourage collaborative efforts for children with behavioral issues. One member noted the enthusiasm of residents to discuss children's behavioral health issues.
- Brian Meyer – 3rd annual child psychiatry fall conference – Anxious and Acting Out: Treating Anxiety in Troubled Children- September 23 at VCU Jonah Larrick Student Center (MCV Campus) Commonwealth Institute for Family Studies focusing on specific areas of expertise, anxiety disorders staff has recently been hired, both will present at this conference. Spring conference will be on autism

- spectrum disorders, VTC has recently hired someone with expertise in autism spectrum, attempting to hit all the areas for children. Discussion about adding someone with expertise with autism spectrum disorder for children age 5 and under. Early identification and treatment. The spring conference is always held on campus. The fall conference is off campus. Registration fee \$30. Deadline due no later than September 16th, CEU's require additional fee of \$35.
- Harry Gewanter – IDEA 2004. 8 regional forums are being planned to discuss changes in 2004 statute, regulations, how to comment, etc.

Message Committee – Fran Gallagher

Content

Joyce Kube
Karen Purcell
Sandy Bryant
Carolyn Arthur
Fran Gallagher
Joanne Boise
Beth Rafferty

The purpose of the subcommittee is to review draft of content that will be shared with legislators.

2 versions need to be developed:

Legislators
General public

1. Talking points
2. Fact/information sheets
3. Construct correspondence - group working on a template letter for legislators. Family Support groups have said they are willing to send letters but are asking for a template

Process Committee – Mary Dunn Stewart

Joanne Smith
Kay Frye
Catherine Hancock
Mary Cole
Marilyn Miller
Eboni Wright
Pam Fisher
Barbara Shue

Members were given a list of primary legislative targets and discussion occurred about who of the subcommittee would take lead for contacting the legislators. Additionally

there was discussion about strategies for advocating with legislators, depending on what of the 330-F recommendations are included in the Governor's budget.

Upcoming efforts:

- VACSB – Child and Adolescent Task Force – 9/9
- SEC – 9/20
- Kilgore Policy Director 9/16
- VACSB Office

Who was original legislative sponsor of 329-G?

Note: Emphasize that this group is different

- Legislatively appointed
- Not only multiple departments, but also providers, families, advocates, etc.

Op-ed pieces

- Need more than the Richmond area
- Meet with editorial board to pitch
- 1, 2, or 3 pieces
All need solutions need solutions
Family stories
- Timing; after election November to January

Immediate strategies:

- Op-ed pieces, writers, which papers, when. Need volunteers for writing op-ed pieces. Suggestion: create a template of themes, overarching theme? Touch on what we're trying to get and why. Comes straight out of the report, (see handout Talking Points). Possible for a three part series, statistics, explain what we're looking for and finally a family story. Should we ask for a meeting with the editorial board? Mary Dunn Stewart will facilitate a meeting with the editorial board. Timing is important. Put it in during the legislative session? Put the articles in after the election, in November or December, slower time for media, looking for things to write about. At the meeting with board the members will discuss with the board the notion of a three part series; to demonstrate need and offer solutions, the third part, family stories.
- Take copies of op-ed and other stories and articles to meetings with legislators.
- Need volunteers willing to write and people to contact journalists for feature stories.
- Pitch the 300-F as a story? The story is going to be a local family with quotes from local organizations, a human interest story.
- Articles:
 - 3 - 4 papers: Times Dispatch about the report release
Roanoke
Northern Virginia
Virginia Pilot
Freelance Star- Fredericksburg
- Need families who will tell their stories

- After 9/13 presentation to legislature
- Mary D-S will send a broadcast message to the whole group about volunteering to make legislative contacts.
- Need to determine which of the recommendations are in the Governor's budget and determine patrons and strategies for advocacy.
- Meetings with Governor's campaigns, General Assembly targets: patrons from financial committees. Need to prioritize priorities; what do we want to push for the most?

Report Outs – discussion – committee members

- **Message Committee – Fran G.**

See notes above. Change the header to Fact Sheet and not talking points
Reviewed sections

- Some statistics to strengthen product, compelling statistics, (verifying statistics) See subcommittee notes.
Beginning with strong statistics – see handout
- Behavioral Health Needs
 - Need to take the recommendations and implement them
 - Study conclusions listed –
 - Inadequate services to meet the need
 - Virginia is underserved area
 - Final bullet deals with cost
 - Failure-driven system as lead-in to costs and solutions around prevention and early intervention
- Statistics set the stage; these recommendations have been consistent and have been before groups for some time.
- Emphasis on the points we want individuals to remember. Seven key points?
- Link statistics to conclusions, separating them out is not a clear link. Which statistics support the conclusions? As we move along, we may change some of the solutions. Use created sheet for more specific information.
- Voices may have a grantor to fund mental health issue briefs. Educational, unrestricted. Grantor wants a proposal within the next couple of weeks; it would be a Voices issues brief and not a CFBHPP issue brief. Concern expressed about losing the identify of the committee.
- Three major sections: preamble, matching statistics with solution, time to act and the funding requested.
- Is it important to prioritize the funding requests? When do we want the written materials be ready to go out? Money committees are meeting in November. Should SOC be the top priority? OCFS is promoting what 330-F requested. It will easier to lend support for something that is already in the budget.
- If we ask to fund elements of SOC - \$6.02 million to fund SOC and list them. Are they three recommendations or all of the recommendations

moving toward SOC? From the Department's perspective each component is listed separately. Need strong GA patrons.

- Do we want #3 to be a lump sum, what is the committee's priority? Legislators are already involved in SOC. Since they have already invested in SOC it will be an easier sell. VACSB is requesting 6 SOC projects. Significant majority we ought to prioritize elements of SOC and 2nd choice is training new people. Funding for SOC with the following 5 components. This is a beginning; this will not fund SOC across the state.

System of Care: (Preliminary)

- 1. Evidence based treatments**
- 2. Family Support**
- 3. Schools**
- 4. Detention**
- 5. Training**

Discussion: Pertinent Points

- Do we want to solely advocate for MST/FFT? We could advocate for other evidence-based practices. These strategies work, the research exists. What makes SOC is the opportunity to offer an array of services.
- Should FS be the top priority to create an advocate voice for children?

We could reduce the size of...

- **Process – Mary Dunn Stewart**
 - Strategies regarding Gubernatorial election
 - Kilgore Policy Director 9/16 at 2:30 PM Brian, Mary D-S, Fran with some parents
 - Meeting with Kaine Campaign TBA
 - Meeting with Potts campaign
 - Legislative targets, primary and secondary targets, broadcast message will go out to full committee for volunteers willing to contact legislators - to reach with message and talking points. Will target which legislators and which localities. Other targets include legislative committee members. May not be primary targets but important as potential patrons or individuals who vote on issues.
 - If we are not in the Governor's budget it will be important to target legislators.
 - Need assistance for phone and e-mail tree. Phone tree is problematic. Some family and parent groups may have more access to phones. Need input about a phone tree, who should be in charge of it, should be

VAINFO (Virginia Integrated Network of Family Organizations). PACCT will be renamed Virginia Federation of Families, PEATC, Parent to Parent, ARC, Medical Home, have a strategic plan, etc.

- Media – targeted placements of op-ed pieces, recruiting writers, Brian will write something for the Times-Dispatch. Fran to write something for the Fredericksburg newspaper. Placement of any kind of media from election until the end of the year. Want to work with journalists to place human interest pieces to educate legislators. Will recruit individuals who live in those areas. Using examples of five different families with different issues, snippets, what they all have in common, and provides the opportunity to identify the barriers. Want to be sure to include children from inner city areas, conduct disorder profile. Letters to the editors will be an important strategy.

Next Steps:

- 1. Draft of letter from parents – Beth and Fran – send out 9/30**
- 2. Re-write fact sheet with suggestions from committee discussion - Harry and Fran – 9/14**
- 3. Flyer – next meeting**
- 4. Kilgore campaign meeting – 9/16 – Mary, Fran, parent, Brian**
- 5. Child and Adolescent Task Force – 9/9 followed up with a meeting with Mary Anne Bergeron and possible before the VACSB board meeting in October**
- 6. Schedule two more meetings with Kaine and Potts campaigns**
- 7. List of legislators and media to target, emailed to committee – 9/16**
- 8. Meet with VAINFO re the phone tree**
- 9. Family Coalition – 10/3**

Announcements: SOC grantees: Richmond Behavioral Health Authority
PD 1

Meeting adjourned.